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TRANSPORTATION  
COMMISSION

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## Memorandum

TO: Administration Committee

DATE: July 3, 2012

FR: Executive Director

W.I.: 1517/1122

RE: Contract Amendment – Transit Passenger Survey – Redhill Group, Inc. (\$500,000)

This memorandum asks for Committee approval of a contract amendment with Redhill Group, Inc. (Redhill) to continue the transit passenger survey. The contract amendment will add \$500,000 to the contract, bringing the total contract amount to \$1,307,354.

### Background

In March 2010, this Committee approved a pre-qualified consultant list, including Redhill, to assist MTC in implementing the Transit Sustainability Project (TSP). Redhill was selected to perform a transit passenger survey for Bay Area operators. Under the current contract totaling \$807,354, Redhill has designed the onboard survey, field pretested the survey methodology, and administered the survey to passengers of four operators: Petaluma Transit, Sonoma County Transit, Santa Rosa CityBus, and County Connection.

Data collected in the survey is being used to assemble trip and traveler characteristics of the region's transit riders in order to: (1) refine MTC's analytical planning tools, including the regional travel demand model; (2) capture demographic data, allowing for a better understanding of the travel patterns of populations of various racial/ethnic and income backgrounds; (3) support coordination of transit operations; and, (4) provide robust data to facilitate sub-regional planning (e.g., by CMAs, transit operators, etc.)

The additional \$500,000 added by this amendment would be used to continue surveying this fall. A survey of AC Transit riders is currently scheduled to begin September 2012. It is likely that another operator or operators, yet to be identified, will also be surveyed in the fall. The funds for this amendment are included in the FY 2012-2013 agency budget.

### Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with Redhill Group, Inc. in an amount not to exceed \$500,000 to continue a region-wide transit passenger survey.

  
Steve Heminger

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract Amendment

Work Item No.:	1517/1122
Consultant:	Redhill Group, Inc. Irvine, CA
Work Project Title:	Transit Passenger Survey
Purpose of Project:	Perform transit passenger survey.
Brief Scope of Work:	Conduct transit passenger surveys to support the refinement of analytical planning tools, equity analyses, and project evaluation.
Project Cost Not to Exceed:	\$500,000 (this Amendment) Total contract before this amendment: \$807,354 Total Authorized Contract after this amendment: \$1,307,354
Funding Source:	\$504,621 in Federal Transit Administration Section 5303 funds; \$65,379 in local matching funds; \$237,354 in MTC Surface Transportation Program Planning funds; \$500,000 in FHWA.
Fiscal Impact:	Funds are included in the FY 2012-13 agency budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Redhill Group, Inc. to continue the transit passenger survey, as described above and in the Executive Director's memorandum dated July 3, 2012, and the Chief Financial Officer is authorized to set aside funds up to \$500,000 for such contract amendment.
Administration Committee:	<hr/> Dave Cortese, Chair
Approved:	Date: July 11, 2012